

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

*PATENT*

In re application of: Michael Neal et al.

Attorney Docket No.: DEM1P006

Application No.: 09/849,783

Examiner: Robertson, David

Filed: May 5, 2001

Group: 2121

# Title: SYSTEM FOR CREATING OPTIMIZED PROMOTION EVENT CALENDAR

Confirmation No.: 9893

**FILED VIA EFS**

**PRELIMINARY AMENDMENT**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

August 20, 2009

Dear Sir:

Following up the Interview Summary mailed August 17, 2009 by Examiner Robertson and in response to the Office Action mailed December 9, 2008, please amend the application as follows. Applicants submit this Preliminary Amendment with an RCE in order to re-open examination from the current Appeals' process.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 13 of this paper.